



For Immediate Release
Citigroup Inc. (NYSE: C)
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Citi HK FinTech Challenge Demo Day Concludes Successfully
14 finalist teams showcase solutions
Taiger wins Grand Award

(Hong Kong) A total of 14 finalist teams, selected from close to 200 submissions from 14 markets, presented their working prototypes at the *Citi HK FinTech Challenge (The Challenge) Demo Day* in Hong Kong today. Taiger received the Grand Award and a cash prize of HK\$300,000, plus the opportunity to commercialize their solutions with Citi.

The 14 solutions showcased at the Challenge addressed a wide range of banking topics, including cybersecurity, AML/compliance, authentication and digital identity, cards and payment, wealth management, and insurance, employing new technologies such as blockchain and artificial intelligence. The Demo Day was attended by over 600 people including Citi executives, senior representatives from leading corporations, academia, industry leaders and key influencers.

Ms. Angel Ng, Country Business Manager, Citibank Global Consumer Banking, said, "The response to the Challenge from the industry is beyond our expectation, and we are thrilled to have received close to 200 concept notes. The Hong Kong FinTech market is indeed very eager and ready to be taken seriously. As a participant in the ecosystem, we earnestly work with key partners such as Cyberport and HKMA to progress the development of FinTech and ensure Citi continues to support innovation and lead the future of banking.

"The 14 solutions showcased at the Demo Day were highly impressive as they answered many of the pain points that banks are facing in the digital era. We are hopeful that through further partnering with the winning companies and taking their solutions to the commercial level, this initiative will help to significantly enrich the digital experience of our clients and enhance our leading position in the FinTech ecosystem," Angel added.

The Challenge's judging panel comprised Citi senior management, business partners and government officials, as well as FinTech influencers. Concepts and demos were evaluated on adaptability, business potential and user experience. At the Demo Day, Citi announced the top innovations from the Challenge and the solutions that will share a cash award of HK\$650,000.

Citi HK FinTech Challenge Award Recipients:

1. Grand Award (Prize: HK\$300,000) – Taiger

Taiger is a multilingual information extraction tool that applies advanced semantics and reasoning algorithms, combined with machine learning and natural language processing, to identify, extract, cleanse, validate and store key pieces of information from unstructured and semi-structured documents automatically.

2. Silver Award (Prize: HK\$200,000) – Citi AI Digital Assistant

Citi AI Digital Assistant provides a solution that has built-in deep-learning capabilities that uses existing data. The platform is able to analyze and learn from conversations in Cantonese, English and Mandarin in order to customize products and solutions for customers.

3. Bronze Award (Prize: HK\$100,000) – Gini

Gini is an application that delivers personalized rewards to users based on their activities in social media and credit card transaction history.

4. Student Award (Prize: HK\$50,000) – NeuroValue

NeuroValue offers an AI evaluation of credit portfolio and an automated bank solution for credit lending. It can help to estimate the credit available for each customer and analyze the behaviors of target customers via their social media accounts.

5. My Favorite Solution Award – Gini

Launched in March 2017, the Challenge received an overwhelming response from the FinTech community, attracting close to 200 submissions from start-ups, FinTech companies and students from 14 markets. Participants were also supported by an interactive information session, mentorship program and mock demo exercise prior to the actual demo day to help them furnish their ideas, solutions and presentation.

Citi HK FinTech Challenge is the first accelerator program supporting the Hong Kong Monetary Authority x Cyberport Haccelerator initiative, with an aim to enable the Hong Kong developer community to put their ideas into practice, and help them create real-world innovations, which could function with existing Citi technology and minimal connectivity integration.

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About Citi

Citi, the leading global bank, has approximately 200 million customer accounts and does business in more than 160 countries and jurisdictions. Citi provides consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, transaction services, and wealth management.

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